

Hill 8/85

MAPS

no P/R needed.

I am writing to introduce you to INPUT and our Market Analysis and Planning Service (MAPS) by way of offering you a customized planning service from now through the end of December to assist you in your forecasting and market planning.

In today's environment, successful vendors require highly detailed market intelligence: detailed competitive information, user-segment requirements and buying patterns, and market trends and growth forecasts. The market planning information you use must be research-based to provide the relevant information you need to make decisions.

INPUT's planning programs, founded on sound market research methods, include detailed market planning studies, and continuous dialogue with our most senior information services industry analysts. Current INPUT clients recognize the value and usefulness of INPUT's services and its direct effect on their revenues and customer base.

So that you can realize the same benefits, I am offering a special trial program for a limited time only. Through September 30, 1985, you may subscribe to a full annual program of relevant services for a fraction of the standard fee. Please take a few moments to review this important offering. I am certain that when you subscribe, you will recognize the value of our programs and easily justify use of full services in 1986.

I will call you within the next two weeks to discuss this offering. Feel free to call me at (313) 994-3145 if you have questions or wish to subscribe in the interim.

Sincerely,

Nancy A. Hill  
Senior Consultant

Enclosures



## SPECIAL CUSTOMIZED MAPS PROGRAM SERVICES

- SELECT ANY NINE STUDIES from three major INPUT research programs.
- ACCESS OUR SENIOR ANALYSTS by calling (415) 960-3990 to discuss issues relevant to your business and discussed in our reports and receive qualified interpretation of industry events.
- RECEIVE DETAILED PROFILES OF VENDORS now active in market segments selected.
  - This means when you build your program, you can select vendor detail by company or company type (i.e., vendors selecting products and services relative to software will receive software vendor profiles--more than 100 companies covered.

Save a Minimum of \$9,000

Standard fees for these services range from \$17,000 to \$27,000 per program per year. Within the next few weeks only, you can subscribe at the fee of only \$6,500 and save a minimum of \$9,000!

**INPUT**



CUSTOM PROGRAM AUTHORIZATION

To: INPUT, 1943 Landings Drive, Mountain View, CA 94043

Authorization

Yes! We would like to take advantage of INPUT's trial offer and receive timely market planning information customized to our specific requirements. Please enter my subscription order for services effective immediately and ending 12/31/85 as indicated below.

- ( ) Nine reports plus all services described in attached letter proposal at the fee of \$6,500 -- a savings of \$9,000!
- ( ) Eighteen reports plus all services described in attached letter proposal at the fee of \$13,000 -- a savings of \$10,000!

I understand that in order to qualify for this special offer, INPUT must receive written authorization within four weeks of date of letter proposal.

Report Selection

Reports checked on Exhibit A will be shipped to me upon completion. I understand that I may purchase extra copies of reports selected at a nominal additional fee and that I may add new reports to my subscription at an additional fee at any time.

Terms and Payment

- ( ) Enclosed is my check in the amount of \$\_\_\_\_\_.
- ( ) Bill my company on P.O.#\_\_\_\_\_ in the amount of \$\_\_\_\_\_. I understand that payment in full is due and payable within 30 days of invoice.

Confidentiality Agreement

I understand that in authorizing this order, I am accepting the conditions of confidentiality stated on the back of this order form.

Authorized By:

Accepted By INPUT:

\_\_\_\_\_  
Name

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Title

\_\_\_\_\_  
Name

\_\_\_\_\_  
Client Organization

\_\_\_\_\_  
Title

\_\_\_\_\_  
Address

\_\_\_\_\_  
Date

\_\_\_\_\_  
Telephone

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

(comboaut)

INPUT



#### SPECIAL CUSTOMIZED MAPS PROGRAM SERVICES

- SELECT ANY FIVE STUDIES from three major INPUT research programs.
- ACCESS OUR SENIOR ANALYSTS by calling (415) 960-3990 to discuss issues relevant to your business and discussed in our reports and receive qualified interpretation of industry events.
- RECEIVE DETAILED PROFILES OF VENDORS now active in your market sector.
  - This means that when you build your program, you can select vendor detail by company or company type (i.e., vendors selecting products and services relative to software will receive software vendor profiles--more than 100 companies covered.

STANDARD FEES FOR THESE SERVICES RANGE FROM \$17,000 TO \$27,000 PER PROGRAM PER YEAR.

—INPUT—

*[The text in this block is extremely faint and illegible. It appears to be a list or a series of entries, possibly names or dates, arranged in columns. The content is too blurry to transcribe accurately.]*



CUSTOM PROGRAM AUTHORIZATION

To: INPUT, 1943 Landings Drive, Mountain View, CA 94043

Authorization

Yes! We would like to take advantage of INPUT's trial offer and receive timely market planning information customized to our specific requirements. Please enter my subscription order for services effective immediately and ending 12/31/85 as indicated below.

- ( ) Five reports plus all services described in attached letter proposal at the fee of \$ \_\_\_\_\_ -- a savings of \$ \_\_\_\_\_

I understand that in order to qualify for this special offer, INPUT must receive written authorization within four weeks of date of letter proposal.

Report Selection

Reports checked on Exhibit A will be shipped to me upon completion. I understand that I may purchase extra copies of reports selected at a nominal additional fee and that I may add new reports to my subscription at an additional fee at any time.

Terms and Payment

- ( ) Enclosed is my check in the amount of \$ \_\_\_\_\_.  
( ) Bill my company on P.O.# \_\_\_\_\_ in the amount of \$ \_\_\_\_\_. I understand that payment in full is due and payable within 30 days of invoice.

Confidentiality Agreement

I understand that in authorizing this order, I am accepting the conditions of confidentiality stated on the back of this order form.

Authorized By:

Accepted By INPUT:

\_\_\_\_\_  
Name

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Title

\_\_\_\_\_  
Name

\_\_\_\_\_  
Client Organization

\_\_\_\_\_  
Title

\_\_\_\_\_  
Address

\_\_\_\_\_  
Date

\_\_\_\_\_  
Telephone

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

(comboaut)

INPUT



## EXHIBIT A

Check all reports selected:

### MARKET ANALYSIS AND PLANNING SERVICE RESEARCH

- Information Services Markets Program Research
- ( ) Vertical Markets Annual Report
- ( ) Cross-Industry Markets Annual Report
- ( ) Vendor Financial Watch (quarterly)
- Processing Services and Turnkey Systems Program Research
- ( ) Processing Services/Turnkey Systems Annual Report
- ( ) Systems Integration: Opportunities/Challenges
- ( ) Electronic Information Interchange Markets
- ( ) Check Guarantee and Credit Card Authorization Services
- ( ) Project Management Systems Markets
- ( ) Correspondent Bank Processing Services Markets, 1985-1990
- ( ) Telecommunications Vendor Services Markets
- ( ) Medical Processing/Turnkey Markets
- ( ) Turnkey Systems Pricing Trends
- Software and Professional Services Program Research
- ( ) Software Markets Annual Report
- ( ) Software Product Pricing Trends
- ( ) Professional Services Market Directions
- ( ) Fourth Generation Languages Markets
- ( ) Computer Integrated Manufacturing Markets
- ( ) Application Software Development Tools
- ( ) Data Base Management Systems Markets
- ( ) Information Services Markets in Artificial Intelligence, 1985-1990
- ( ) Federal Government Professional Services Markets
- Microcomputer Software Program Research
- ( ) Multiuser Systems Opportunities
- ( ) Selling Microcomputer Software to Corporate America
- ( ) Analysis of Corporate User Needs
- ( ) Microcomputer Software Dealer Survey
- ( ) Micro-Mainframe Market Analysis
- ( ) New Generation of Integrated Software
- ( ) Trends in Microcomputer Operating Systems
- ( ) Micro-Mainframe End User Experiences

### INFORMATION SYSTEMS PLANNING SERVICE RESEARCH

- Corporate Systems Planning Service Research
- ( ) Residual Value Forecasts (three reports)
  - Large Systems Directions: Disks/Tapes/Printers
  - Large Systems Directions: Mid-Year Update
  - Large Systems Directions: IBM/Plug-Compatible Mainframes
- ( ) Distributed Data Processing
- ( ) Micro-Mainframe: Corporate Impact
- ( ) Information Systems Planning Report
- ( ) Changing Dynamics of IS Organizations

(see reverse for more selections)



- End User Systems Program Research
- ( ) Training: Prerequisite to End-User Computing
- ( ) Office Videotex
- ( ) Intelligent Workstations
- ( ) Destiny of the Information Center
- ( ) End User Micro-Mainframe Experiences
- ( ) Integrating Office Systems
- ( ) Multiuser Systems
- Software Systems Program Research
- ( ) Artificial Intelligence
- ( ) Micro-Mainframe Software
- ( ) Fourth Generation Language Projected Trends
- ( ) Software Productivity Improvements
- ( ) Simulation and Prototyping
- ( ) Decision Support Evolution: Data to Knowledge
- ( ) Data Base Management Systems
- Telecommunications Program Research
- ( ) Network Management Systems
- ( ) Integrating Voice/Data Communications
- ( ) LAN/CBX Update
- ( ) Micro-Mainframe Connectivity
- ( ) Telecommunications Security
- ( ) Economics of Telecommunications
- ( ) Telecommunications Support Strategies

#### CUSTOMER SERVICE PROGRAM RESEARCH

- User Service Requirements Research
- ( ) User Service Requirements - Large Systems
- ( ) User Service Requirements - Small Systems
- ( ) User Service Requirements - Office Systems
- ( ) User Service Requirements - Third Party Maintenance
- ( ) User Service Requirements - Telecommunications
- ( ) User Service Requirements - Peripherals
- Competitive Environment Research
- ( ) Service Vendor Profiles - Hardware Manufacturers
- ( ) Service Vendor Profiles - Third Party Maintenance
- ( ) Service Vendor Profiles - Telecommunications
- ( ) Customer Services Pricing, 1985-1990
- Service Market Research
- ( ) Service Market Analysis and Forecast - Large Systems
- ( ) Service Market Analysis and Forecast - Small Systems
- ( ) Service Market Analysis and Forecast - Office Systems
- ( ) Service Market Analysis and Forecast - Third Party Maintenance
- ( ) Service Market Analysis and Forecast - Telecommunications

#### COMPANY ANALYSIS AND MONITORING PROGRAM RESEARCH

- ( ) Software Products Vendor Profiles
- ( ) Processing Services Vendor Profiles
- ( ) Professional Services and Turnkey Systems Vendor Profiles



## ABOUT INPUT

INPUT provides planning information, analyses, and recommendations to managers and executives in the information processing industries. Through market research, technology forecasting, and competitive analysis, INPUT supports client management in making informed decisions. Continuing services are provided to users and vendors of computers, communications, and office products and services.

The company carries out continuous and in-depth research. Working closely with clients on important issues, INPUT's staff members analyze and interpret the research data, then develop recommendations and innovative ideas to meet clients' needs.

Clients receive reports, presentations, access to data on which analyses are based, and continuous consulting.

Many of INPUT's professional staff members have nearly 20 years' experience in their areas of specialization. Most have held senior management positions in operations, marketing or planning. This experience enables INPUT to supply practical solutions to complex business problems.

Formed in 1974, INPUT has become a leading international planning services firm. Clients include over 100 of the world's largest and most technically advanced companies.

INPUT is headquartered in Mountain View, California. Other U.S. offices are located in Ann Arbor, Michigan, Saddle Brook, New Jersey, and Rockville, Maryland. INPUT also has offices in Western Europe and Asia.

**INPUT**





# Market Analysis and Planning Service (MAPS)

## Representative List of Clients

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AT&T Communications	Lockheed Corporation
AT&T Information Systems	Management Science America, Inc.
Anacomp, Inc.	McDonnell Douglas Automation Company
Applied Data Research, Inc.	Mellon Bank
AVCO Computer Services	NCR Corporation
Babcock & Wilcox Company	Norwest Information Services, Inc.
Bell Research	Philadelphia Suburban Corporation
Boeing Computer Services Company	Rand Information Systems, Inc.
Broadview Associates	Scientific Computers, Inc.
Canada Systems Group, Ltd.	Sterling Software, Inc.
Cincinnati Bell Info. Systems, Inc.	Strategic Information, Inc.
CINCOM Systems, Inc.	SunData Corporation
Citicorp	TRW Information Services
Clark-O'Neill, Inc.	U.S. West, Inc.
Computer Sciences Corporation	Walker Interactive Products
Computer Task Group	
COMSERV Corporation	
Dun & Bradstreet Corporation	
Electronic Data Systems Corporation	
GTE Data Services, Inc.	
Grumman Data Systems Corporation	
Hogan Systems, Inc.	
IDC Services, Inc.	
Information Associates, Inc.	
Litton Computer Services	

